# WHAT IS CLAIMED IS:

1.    A method for interconnecting a user's location to a destination location on a network, comprising the steps of:

    receiving the unique information at the user's location, which unique information has no associated routing information embedded therein;

    associating network routing information with the received unique information in response to receipt thereof; and

    interconnecting the user's location to the destination location across the network in accordance with the associated routing associated therewith in the step of associating.

2.    The method of Claim 1, wherein the network comprises a global communication network.

3.    The method of Claim 1, wherein the step of receiving the unique information comprises receiving machine readable code having unique information embedded therein.

4.    The method of Claim 3, wherein the step of receiving the machine readable code comprises scanning the machine readable code, decoding the machine readable code and outputting the information encoded within the machine readable code.

5.    The method of Claim 3, wherein the machine readable code comprises a product code, which product code is fixedly associated with an associated product.

6.     The method of Claim 5, wherein the product code comprises a barcode.

7.     The method of Claim 5, wherein the product code comprises an ISBN number associated with printed materials.

8.     The method of Claim 5, wherein the product code comprises an EAN barcode.

9.     The method of Claim 1, and further comprising the step of receiving from the destination location at the user location display information generated by the destination location which is displayed to the user at the user location.

10.     The method of Claim 1, wherein the step of associating comprises:

    forwarding the unique information to an intermediate location on the network in response to the step of receiving the unique information;

    comparing the received unique information at the intermediate location with a database of routing information, which database of routing information includes a plurality of associative relationships between predetermined unique information and locations of various destination locations on the network; and

    if an association between the received unique information and routing information on any of a plurality of destination locations on the network exists within said database, returning the associated routing information back to the user location effecting a network connection to the destination location indicated by the routing information.

11.    The method of Claim 1, wherein the steps of associating and interconnecting include the step of activating a web browser program which facilitates the interconnection over the network in response to receiving the unique information, which web browser program is operable to at least provide the

5    interconnection of the user location to the destination location in accordance with the associated routing information.

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